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sort of become a fancy for them that they've become interested in is digital television. I don't know how many of you saw the demonstration that was put on last year when we did some things for the Nebraska Educational Network. I think, Senator Wehrbein, your committee, very involved in that problem, we addressed that last year for what it takes to switch them over to digital broadcasting. Analog broadcasting is basically a picture. Picture comes on to your screen and it...it's only the quality that that picture is that's given to you. Digital presents a whole new world. It's high definition, it's exciting, it's new, and I think it caught the fancy of the Federal Communications Commission. Obviously, people want the newest television. You...if you've ever seen some of the technology things that are out there, broadcast digital television is really amazing. The trouble is that this "amazing" has turned into something that I think caught most of the industry by surprise, that the Federal Communications Commission decided that we're going to put some deadlines on and, radio and television people, you're going to have to switch the way that you're going to do business and we're going to phase in; we want to get into the market; because we think people want it so much, we're going to put into the market digital television. And so they put in some deadlines. For the larger markets in this country there is a 2003 deadline. Nebraska probably is going to have to make their conversions by the end of 2006, and that's in response to the rules and regulations that they've had getting away from an analog broadcast system to digital. Now, eventually, when they make this conversion over, there will be a spectrum, which is basically wave lengths, that's going to become available, because they're going to use something else. They're going to use that spectrum for something else. You don't have to worry about that. But the bottom line is that the FCC has mandated that these broadcasters make the switch and, basically, they're going to require this switch and the conversion to the digital signature...or digital signal by the year 2003, certainly for most of our TV stations 2006. They're going to, at that point in time, have to turn off their signal that they have today, so the equipment that they have today, legally, they will not be able to use it. These people operate because of a license. They operate in the public domain. In return for the license they have to do so many public service broadcast things, they